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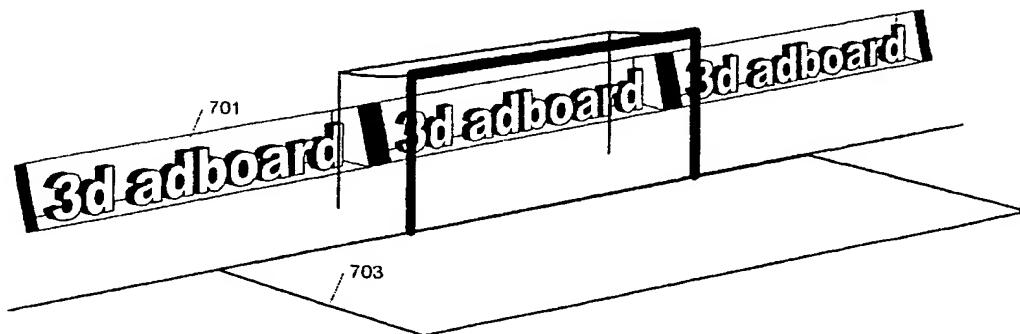
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(54) Title: AN ADVERTISEMENT PRINT AND A METHOD OF GENERATING AN ADVERTISEMENT PRINT



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(57) **Abstract:** The invention relates to a method of generating an advertisement print comprising advertisement information, where the advertisement print is adapted for being positioned on a surface of a substantially plane print carrier, where the substantially plane print carrier has a predefined surface area. The method comprises the step of projecting the predefined surface area to a plane perpendicular to a line of sight between a predefined viewpoint and the print carrier, placing the advertisement information within boundaries of the projected predefined surface area and generating the advertisement print by graphically transforming the projected predefined surface area together with the advertisement information to an area similar to the predefined surface area of the substantially plane print carrier. The invention further relates to an advertisement print being printed on a substantially plane print carrier. The print is optimised to be placed on a surface of an inclined plane having a first inclination, and the print comprises a first element being a perspective projection of a first three-dimensional element to the inclined plane. The projection is optimised to a predefined viewpoint, where a supporting surface of the three-dimensional element is parallel to a supporting plane having a second inclination being different from the first inclination.